

**REMARKS**

**Status of the Claims**

- Claims 1-10 and 20-27 are pending in the Application after entry of this amendment.
- Claims 1, 5, 6 and 20 are amended by Applicants.

**Claim Rejections Pursuant to 35 U.S.C. §102 (e)**

Claims 1-10 and 20 stand rejected pursuant to 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,516,311 to Yacoby et al. Applicants respectfully disagree and traverse the rejection.

Yacoby et al. discloses a method for an Internet user to navigate to a web page by typing a telephone number and a method to utilize traffic generated by a telephone number to web page server to build an audience for advertisements on the net. Yacoby et al. also discloses a method of advertising on the Internet which displays to Internet users advertisements that are of immediate interest to the Internet user. (col. 3 lines 13-36).

Yacoby et al. discloses an advertising database comprised of records having fields for advertiser criteria and associated therewith advertising objects. In a preferred embodiment, the database contains records having fields for advertiser criteria which typically consists of fields for business category/industrial code, business subcategory, location, sublocation. (col. 9 lines 13-19).

Claim 1 recites, among other things, a method to register business directory listings and advertisements in a directory having data organized as a tree having at least three levels of nodes. One level of nodes are representative of business categories, another level of nodes are leaf level nodes, and another level of nodes are business directory listings having standard industry codes. The node tree is constructed such that only the leaf nodes map to the business directory listing nodes and the business directory listings are child nodes of the leaf nodes and the business category nodes are parent nodes of the leaf nodes.

Yacoby et al. does not explicitly disclose a tree structure of nodes having at least three levels as recited in amended Claim 1. Specifically, Yacoby et al. discloses only “fields” for advertiser criteria which typically consists of fields for business category/industrial code,

business subcategory, location, sublocation. (col. 9 lines 13-19). Amended Claims 5, 6, and 20 recite similar elements.

Since Yacoby et al. does not disclose any system or method for the registration or creation of directory listings with a tree node structure having parent and child relationships, it cannot anticipate amended independent Claims 1, 5, 6 and 20. Accordingly, Yacoby et al. also cannot anticipate dependent Claims 2-4, 7-9 and 21-27. Applicants respectfully request withdrawal and reconsideration of the 35 U.S.C. §102(e) anticipation rejection of Claims 1-10 and 20-27 as they patentably define over the cited art.

**Claim Rejections Pursuant to 35 U.S.C. §103 (a)**

Claims 21-27 stand rejected pursuant to 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,516,311 to Yacoby et al. in view of the Examiner's arguments. As mentioned above with respect to the 35 U.S.C. §102(e) rejections, Yacoby et al. does not disclose all of the elements of amended independent Claims 1, 5, 6, and 20. At minimum, Yacoby et al. fails to disclose any tree node structure.

Applicants submit that a prima facie case of obviousness has not been made with respect to independent Claims 21-27 because at least the element of a three level tree node structure, present in amended independent Claim 20, is not present in the single Yacoby et al. reference.

Accordingly, Applicants respectfully request withdrawal of the 35 U.S.C. §103(a) rejection and reconsideration of Claims 21-27 as the pending claims patentably define over the cited art.

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**PATENT**

**Conclusion**

Applicants respectfully submit that the arguments and amendments effectively traverse the rejections of the cited art. Applicants respectfully request reconsideration for all pending claims.

Respectfully Submitted,

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